

SCHOOL DISTRICT OF FRANKLIN COUNTY
JOB DESCRIPTION

PUBLIC RELATIONS & PARENT INVOLVEMENT SPECIALIST

QUALIFICATIONS:

- (I) Bachelor's Degree in field of public relations, marketing, journalism, communications, business or advertising

KNOWLEDGE, SKILLS AND ABILITIES:

Ability to plan and manage a variety of functions. Skill in time management with attention to detail. Ability to work well under pressure. Skill in written and oral communication. Ability to listen effectively. Proficient with technology and knowledge of web page design, computers and social media techniques. Knowledge of the teaching / learning process in the school setting. Experience serving as an advocate for children and parents. Experience with developing collaborative partners and building relationships with constituents in the community. Strong understanding of student achievement data. Ability to host parent meetings off school sites and in the local community and/or neighborhoods. Ability to work flexible hours including some nights and weekends.

REPORTS TO: SUPERINTENDENT

JOB GOAL

To communicate with the public on behalf of the district and oversee the publicity programs and campaigns, improve public image and clarify the district's point of view on important issues. Serves as the liaison between school and parents, relaying the needs of one to the other; educates teachers and staff on how to communicate and work effectively with parents as equal partners; advises and trains parents on how to address issues with the leadership staff in school meetings; serves as a school-based intermediary contact for concerns and comments made by parents and community members; provides referrals to community-based services for families; expands opportunities for continued learning, voluntary community service and civic participation; develops community collaborations; promotes sharing of power with parents as decision-makers; helps parents understand the educational system so they can become better advocates for their children's education. Coordinates community support groups and volunteers who want to help out in the school district. Coordinates FCS Scholarship Committee with collaboration with the FCS Guidance Counselor.

SUPERVISES: N/A

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PERFORMANCE RESPONSIBILITIES:

Service Delivery

- 1) Communicate school academic, extracurricular and emergency information to all stakeholders
- 2) Develop public relations strategies, campaigns, and initiatives to improve public perception of Franklin County School District
- 3) Develop press kit materials for media outlets, including press releases, images, pitch letters, newsletters, feature articles and trend stories
- 4) Update and maintain the District's digital content
- 5) Create motivational videos
- 6) Organize public relations events
- 7) Monitor and help maintain the identity and reputation of Franklin County School District
- 8) Evaluate public opinion of stakeholders through surveys, polls, and social media listening
- 9) Cultivate and maintain relationships with regional and local media outlets
- 10) Arrange for press conferences, interviews, and other media and event appearances for the District
- 11) Draft speeches for District and School leadership
- 12) Respond to requests for information from media outlets and the general public
- 13) Evaluate advertising and promotional programs to ensure they align with the public relations goals
- 14) Track evaluate and share results of public relations efforts
- 15) Establish and maintain effective working relationships with employees, students, parents, community, and local and municipal government officials and media representatives.
- 16) Assist in development of policies and procedures related to public information programs
- 17) Provide workshops, classes, and activities for parents at FCS and district
- 18) Recruit volunteers from the community to host various workshops and classes to speak directly with parents
- 19) Provide opportunities for parents who have limited English proficiency, a disability or are underrepresented because of social economics or racial barriers to participate in educational initiatives and enrichment workshops
- 20) Provide technical assistance relating to parental involvement as needed locally or at the district level.
- 21) Conduct surveys to assess the needs of parents at FCS
- 22) Review annual reports to evaluate the effectiveness of their parent involvement programs
- 23) Develop, analyze, and distribute the results of parent survey to the school's leadership team and superintendent

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- 24) Keep record of all parent involvement activities, reports, surveys, funding, annual program evaluations, and communications to parents
- 25) Ensure compliance of the district's parent involvement program with all state and federal guidelines
- 26) Coordinate and implement research-based strategies for the district's parent involvement program to engage parents in improving student achievement
- 27) Collaborate with local, regional, and state organizations to create opportunities to help families understand school academic standards, assessments and report cards
- 28) Collaborate with parents, teachers, and the school's leadership team to develop a family-friendly school climate
- 29) Promote parents as partners by involving them in the decision-making process regarding parental involvement activities and school improvement
- 30) Coordinate recognition to exceptional parents and volunteers
- 31) Conduct training with school staff during meetings to determine school needs and shares updates on parent involvement best practices and proper administration

Inter/Intra-agency Communication and Delivery.

- 32) Improve management and employee relations
- 33) Interpret and promote program goals and activities to the public
- 34) Assist in maintaining a positive public relations program.
- 35) Collaborate with internal teams and maintain open communication.
- 36) Attend all regular school board meetings.
- 37) Maintain a constructive flow of information with program staff.

Professional Growth and Improvement.

- 38) Attend state and federal meetings and keep abreast of legal requirements and proposed changes providing advice to supervisor as to their effects on the school system.

Systemic Functions.

- 39) Prepare or assist in the preparation and monitoring of required District, state and federal reports
- 40) Prepare all required reports and maintain appropriate records.
- 41) Perform other incidental tasks consistent with the goals and objectives of this position.

Leadership and Strategic Orientation.

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- 42) Submit recommendations to the superintendent relating to public relations
- 43) Model high standards of professional conduct.
- 44) Use appropriate interpersonal styles and methods to guide individuals and groups to task accomplishment.
- 45) Anticipate potential problems and design processes and procedures to address them.
- 46) Perform other duties as assigned by Superintendent.

PHYSICAL REQUIREMENTS:

Light Work: Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force as frequently as needed to move objects.

TERMS OF EMPLOYMENT: (12 Month Personnel)

Salary and benefits shall be paid consistent with the District's approved compensation plan. Length of the work year and hours of employment shall be those established by the District.

EVALUATION:

Performance of this job will be evaluated in accordance with provisions of the School Board's policy on evaluation of personnel.

I have read and discussed with my administrator the above job description. I am aware of the professional development opportunities available to meet these expectations.

Supervisor's Signature

Employee's Signature

Date

Date

*GRANT FUNDED POSITION – ESSER II